

**Participants:**

- DG TRADE UNIT B1: Art. 4(1)b , Art. 4(1)b
- Art. 4(1)b - AT&T
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- Art. 4(1)b - IBM
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- Art. 4(1)b - Intel
- Art. 4(1)b - Intel
- Art. 4(1)b - Microsoft
- Art. 4(1)b - Panasonic
- Art. 4(1)b - Pfizer
- Art. 4(1)b - Relx
- Art. 4(1)b - Salesforce
- Art. 4(1)b - Salesforce
- Art. 4(1)b - ServiceNow
- Art. 4(1)b - Splunk
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- Art. 4(1)b - BSA
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**Report:**

Art. 4(1)b provided the BSA and the members of the Global Data Alliance with an overview of the state of play of the EU digital trade policy both on the bilateral front (ongoing negotiations on free trade agreements) and the multilateral front (the WTO Joint Statement Initiative on e-commerce). Art. 4(1)b noted the very negative COVID-19 impact on trade in general while noting the rapid growth of electronic commerce and the use of digital technologies during the crisis. Art. 4(1)b explained the reasons for the current stalling of the WTO negotiations on e-commerce and noted that avenues are being explored to reopen discussions with a virtual plenary session planned for 11 June. Art. 4(1)b highlighted the importance of industry's role in explaining the latest technological

developments and providing concrete examples of barriers to digital trade in third countries. He also answered questions.

BSA underlined the importance of cross-border data flows as key enablers for a multitude of sectors, and noted their support for a more ambitious EU approach in negotiations. BSA noted they are contributing to EU stakeholder consultations in the area of data flows and the overall digital strategy. Some of the Global Data Alliance members inquired about EU's views on the application of the GATS general exception to digital trade provisions and the timeline for the new trade strategy.